

**Governor's Council on Blindness and Visual Impairment (GCBVI)
Public Information Committee Meeting Minutes**

August 13, 2019

Members Present

Ted Chittenden
Dan Martinez
David Steinmetz
Janet Fisher
Dean Colston

Members Absent

Staff Present

Lindsey Powers

Guests Present

Call to Order and Introductions

Ted Chittenden called the meeting to order at 2:02 pm in the Stillwell Conference Room, 515 N. 51st Avenue, Suite 130, Phoenix, AZ. Introductions were made, and a quorum was present.

Approval of July 9, 2019 Meeting Minutes

Dan Martinez moved to approve the minutes of the July 9, 2019 Public Information Committee meeting. David Steinmetz seconded the motion. The minutes were approved by unanimous voice vote.

Ted Chittenden welcomed Dean Colston as a new member of the committee. He was recommended to the committee by Nikki Jeffords. Dean Colston stated that he worked at the Foundation for Blind Children (FBC) as a technical editor and then as the Talent Development and Education Consultant, which allowed him to work with the adult students. Dr. Colston stated he was previously the Dean of Faculty and Academics at a college and the Department Chair of Business Management. Dean Colston stated his goal was to volunteer for the committee and to offer any assistance to the committee members. Ted Chittenden stated the Public Information Committee was responsible for publicizing the council to the blindness community and general public and to develop the GCBVI Annual Report of the council's activities.

GCBVI Annual Report Discussion

Ted Chittenden stated he reviewed the draft Annual Report that Dan Martinez developed previously, which looked good. Ted Chittenden noted that Ed Gervasoni requested a copy of the Deaf-Blind Issues Committee report if the committee made any changes to that report. Mr. Chittenden stated that he sent several emails to Amy Porterfield and Nathan Pullen to submit their committee reports and had not received them yet. Ted Chittenden inquired whether the committee would prefer to include a description of the Legislative and Public Policy Committee as their committee report. Dan Martinez stated the Legislative and Public Policy Committee had not met as a committee, although the members had been active with the Legislature, and those activities could be included in the report. Ted Chittenden stated his recollection that Dan Martinez created a draft Legislative and Public Policy Committee report the previous year and inquired whether Mr. Martinez would be willing to do that again. Dan Martinez stated that he would help to expedite the process, although the Annual Report was a GCBVI product, and the council members should be providing their reports.

Dan Martinez stated the Assistive Technology (AT) Committee report was quite brief and could be expanded or edited. Mr. Martinez stated the Independent Living Committee and Deaf-Blind Issues Committee reports were more comprehensive. Dan Martinez stated the Public Information Committee report was great and included affability, which was welcomed. Dan Martinez stated that he had not received the Education Committee report. Ted Chittenden inquired whether David Steinmetz would be willing to encourage Nathan Pullen to submit an Employment Committee report. David Steinmetz stated that he would be happy to do so. Dan Martinez stated that David Steinmetz received a success story from the Business Enterprise Program (BEP) and AIB. Mr. Martinez noted the committee had not received a client success story from Vocational Rehabilitation (VR), which was a big supporter of the GCBVI, and should provide a success story. David Steinmetz stated that he contacted Rehabilitation Services Administration (RSA) staff and he would follow up with those individuals for a VR success story. Dan Martinez inquired regarding the appropriate font size for the Annual Report. Dean Colston stated that guidelines indicated that 14-point font was a large enough font size for individuals. Janet Fisher agreed and stated the Arizona Talking Book Library also used 14-point font in Arial. Dan Martinez stated the Annual Report could include some graphics or cartoons for some levity. David Steinmetz inquired regarding the number of pages of the Annual Report. Dan Martinez stated the Annual Report was currently 10 pages with 11-point font and narrow margins and would likely be approximately 14 pages in a larger font size. David Steinmetz inquired

whether the council distributed printed or electronic copies of the Annual Report. Dan Martinez stated that the Annual Report was printed in the past, although the past couple of years, the report was distributed electronically.

Committee Membership Discussion

Ted Chittenden welcomed Dean Colston as the newest member of the committee. Mr. Chittenden stated he would contact Karen Hughes and inquire whether she would be interested in participating on the committee as well. He noted the local Arizona Council of the Blind of Arizona (AzCB) Phoenix chapter did not meet in July, thus he was unable to discuss committee membership at that meeting. Dan Martinez stated that he would be resigning from the Public Information Committee at the end of the year. Dean Colston stated that he was happy to help the committee in anyway needed. Ted Chittenden stated the committee would welcome feedback from Dean Colston regarding the Annual Report. Dan Martinez stated that he would forward the most recent draft of the Annual Report to Lindsey Powers to be distributed to the committee members.

GCBVI Outreach Discussion

Ted Chittenden stated the National Federation of the Blind of Arizona (NFBA) Conference would be held on August 30th at the Hyatt Regency in Phoenix and inquired whether the GCBVI was scheduled to attend. Lindsey Powers stated that she registered the GCBVI to have a table at the event. Ted Chittenden stated that he would attend also, most likely from 9:00-12:00. Dan Martinez stated that he and David Steinmetz would be exhibitors at the event as well as representatives of the Arizona Industries for the Blind (AIB) and would be able to sit at the council table periodically.

Ted Chittenden stated the VA White Cane Day was scheduled on October 17 at the VA Hospital and inquired whether the council was registered to attend that event. Lindsey Powers stated she contacted the VA representative and indicated the council's interest in attending and had not received confirmation. She stated that she would follow up regarding the VA White Cane Day. Dan Martinez stated the NFBA would also hold a VA White Cane Day event, although he had not received information regarding that event. Ted Chittenden stated he could follow up with Donald Porterfield regarding a NFBA White Cane Day event.

Dan Martinez stated the Vision Rehabilitation and Assistive Technology Expo (VRATE) was scheduled for November 15 and 16 at the Glendale Civic Center. Mr. Martinez stated the AT and Employment Committees would provide a joint presentation on workplace assessments and AT in the

workplace. He noted that the Education Committee had also indicated interest in providing a presentation at the conference, although he had not heard back from the Committee Chair. Ted Chittenden requested that Lindsey Powers send an email to the GCBVI members and inquire whether any council members would be interested in sitting at the council table for either day. David Steinmetz inquired whether council members often volunteered to sit at the council table at events. Ted Chittenden stated that council members did often participate at VRATE and noted that he would often schedule his time at the table during times when other council members were unavailable. David Steinmetz stated that he would likely be able to volunteer to sit at the council table, although he was unsure when. Janet Fisher stated that she would also be able to sit at the table during one of the days.

Ted Chittenden stated that RSA would not hold an Introduction to Blindness Workshop in August, and he had not been informed regarding a workshop in July. Ted Chittenden stated there were efforts to review and modify the workshops, although those changes had not been implemented. Mr. Chittenden noted that Bob Kresmer had indicated that RSA would wait to make any changes to the workshop process until the Regional Program Manager position had been filled. Dan Martinez stated that AIB would provide an Enrichment Program for AIB employees and would offer Brown Bag Lunches and discuss topics such as community involvement. He noted that AIB would potentially request Public Information Committee members provide presentation. Ted Chittenden requested that Mr. Martinez send any information to Lindsey Powers, who would share with the committee.

Database Discussion

Janet Fisher stated that Google Chrome recently required a charge for the proximity search feature in the EyeKnow.AZ website. Ms. Fisher stated that Sara Muth, IT Developer, identified that the charge for the feature would only occur if the database exceeded 40,000 proximity searches. Janet Fisher stated the database did not receive that many proximity searches, although the website developer required that a credit card be placed on file in the event the proximity searched exceeded 40,000. Janet Fisher stated that Arizona Talking Book Library management agreed to develop a Purchase Order so that the website would have a credit card on file. Janet Fisher stated that IT staff would also include a counter, which would allow staff to turn off the proximity search feature, if the searched approached 40,000 to avoid a charge.

Janet Fisher stated that she also contacted Andrea Pasquale at Sun Sounds regarding an advertisement of EyeKnow.AZ. Ms. Fisher noted that Sun

Sounds was playing a live reading of an advertisement, although Ms. Pasquale stated that Sun Sounds would consider recording an advertisement and play the recording more often.

Ted Chittenden stated that he attended the Arizona Technology Access Program (AzTAP) conference on July 15th at We Ko Pa Resort in Scottsdale and was approached by a representative of a company that was not included in EyeKnow.AZ. Lindsey Powers stated her recollection that the company was OrCam and she could follow up with that company and inquire whether they would like to be included in the database.

Social Media Discussion

Lindsey Powers stated that she continued to develop posts for the GCBVI Facebook page. She noted that David Steinmetz had suggested that a recent E75 webinar be posted on the Facebook page, and she had included that. Dan Martinez suggested that Ted Chittenden continue to encourage council members to visit the GCBVI Facebook page and Like or Follow the page to show interaction with the social media platform. David Steinmetz inquired whether the Facebook page allowed members of the public to create posts. Lindsey Powers stated the page allowed members of the public to provide comments although she and Dan Martinez had administrative rights.

Strategic Plan Discussion

Ted Chittenden stated the Executive Committee met to discuss the Strategic Plan and the IL Committee expressed frustrations due to a lack of guidance from the Legislative and Public Policy Committee. Ted Chittenden noted the Legislative and Public Policy Committee was the lead committee for several Strategic Plan outcomes and had not provided guidance to the other committees. Ted Chittenden stated the Executive Committee would meet in September to discuss revisions to the Strategic Plan. Ted Chittenden inquired whether Lindsey Powers had a list of the tasks the Public Information Committee was responsible for. Lindsey Powers stated that she could resend that document to the committee members. Ted Chittenden stated the Public Information Committee had completed many of the tasks, although the committee could review the plan.

Agenda and Date for Next Meeting

The next meeting of the Public Information Committee will be on Tuesday, September 17, 2019, from 2:00 pm to 3:30 pm. in the Stillwell Conference Room, at 515 N. 51st Avenue, Phoenix, AZ. Agenda items are as follows:

- Annual Report Discussion
- GCBVI Outreach Discussion
- Database Discussion
- Committee Membership Discussion
- Social Media Discussion
- Strategic Plan Discussion

Announcements

David Steinmetz stated that AIB would host SAAVI Services for the Blind clients on August 28th for lunch and a tour of AIB.

Public Comment

A call was made to the public with no response's forthcoming.

Adjournment of Meeting

Dan Martinez moved to adjourn the meeting; Janet Fisher seconded the motion. A voice vote was taken, and the motion passed unanimously. The meeting stood adjourned at 3:10 pm.